

UNITED STATES OF AMERICA
POSTAL REGULATORY COMMISSION
WASHINGTON, D.C. 20268-0001

Notice of Market Dominant Price
Adjustment for First-Class Mail
and Standard Mail

Docket No. R2012-6

CHAIRMAN'S INFORMATION REQUEST NO. 2

(Issued March 15, 2012)

In Order No. 1252,¹ the Commission established this proceeding to consider a market dominant price adjustment for First-Class Mail and Standard Mail.² To clarify the Notice, the Postal Service is requested to provide answers to the following questions no later than March 20, 2012.

1. Please provide examples of mobile optimized webpages that allow the recipients to purchase a product or service on the mobile device that qualify for the 2012 Promotion. In addition, please explain why a mobile optimized webpage may not meet this requirement. For example, if the barcode leads to a website with a link to a purchase page, does that qualify for the 2012 Promotion?

¹ Notice and Order Concerning Market Dominant Price Adjustment for First-Class Mail and Standard Mail, February 22, 2012 (Order No. 1252).

² United States Postal Service Notice of Market-Dominant Price Adjustment, February 22, 2012 (Notice).

2. Please provide examples of mobile optimized webpages whose web address and content are unique to an individual recipient that qualify for the 2012 Promotion. In addition, please explain why a mobile optimized webpage may not meet this requirement. For example, if the barcode leads to a login page that leads to content unique to an individual recipient, does that qualify for the 2012 Promotion?
3. Please explain how acceptance clerks will verify that mobile barcodes meet the requirements that a mobile optimized website be used and that it either (1) allows the recipient to purchase a product or service on the mobile device, or (2) contains a web address and content that are unique to an individual recipient.

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